

**KMAX-TV QUARTERLY ISSUES/PROGRAMS REPORT  
PERIOD OF JANUARY 1, 2013, THROUGH MARCH 31, 2013**

ATTACHED ARE LISTINGS OF BROADCASTS OR BROADCAST SEGMENTS WHICH, IN THE STATION'S JUDGEMENT, REFLECT THE STATION'S MOST SIGNIFICANT TREATMENT OF ASCERTAINED COMMUNITY ISSUES DURING THE PERIOD **JANUARY 1, 2013, THROUGH MARCH 31, 2013.**

KMAX-TV airs news coverage through our morning show, Good Day Sacramento. This 5-hour composite program covers news, issues programming, information and entertainment.

Good Day Sacramento airs Monday through Friday, 5:00am until 10:00am and 4-hours a day Saturday and Sunday, 6:00am until 10:00am.

Although we air substantially more issues programming, this summary reflects stories that are 3 minutes or longer in length.

**COMMUNITY SERVICES: Topics Include:** "Children's Museum", "Identity Boutique", "Bowl-A-Thon", "SPCA", "Get Bald", "Child Abuse Prevention Center", "Telethon", "Marathon for a Cause".

**January 13, 2013, "Children's Museum"**, - The Stockton Children's Museum was offering the public free admission to the Museum for a donation of nonperishable food. Our reporter, Alan Sanchez visited the Museum to get more details. **January 15, 2013, "Identity Boutique"**, - Shopping is always fun, but even better when it supports a good cause. Our reporter, Amy Carabba was live in Sacramento at Identity Boutique and spoke with the owner, Morgan Jones, to find out about this fabulous event. **February 16, 2013, "Bowl-A-Thon"**, - We went live to Manteca and spoke with Carol Davis of "Give Every Child a Chance". The public is invited to bowl and the proceeds will benefit her organization. **February 20, 2013, "SPCA"**, - We asked our viewers if they are looking for that special something for Valentine's Day. We spoke with Julianne Byer of the Sacramento SPCA where they are featuring the "Bunny to Love" event. **March 1, 2013, "Get Bald"**, - It is time to shave your head for a good cause. We went live to the annual "Saint Baldrick's Get Bald for Childhood Cancer" event which raises money to support the fight against childhood cancer. **March 7, 2013, "Child Abuse Prevention Center"**, - The CAPC has a 30 year history of preventing child abuse, neglect and abandonment. We featured one success stories from the Center. We were joined by Rudy Castillo to highlight a heartwarming story. **March 14, 2013, "CAPC Telethon"**, - KMAX TV hosted a telethon on March 15 to raise money for the Child Abuse Prevention Center – but we wanted to relay to our viewers that the Center does more than just help kids – they also help parents in need. We spoke with one of the beneficiaries of their help. **March 24, 2013, "Marathon for a Cause"**, - What a better way to experience a beautiful city than sweaty and out of breath. The city of Modesto hosted the Annual Marathon for a Cause benefiting "Surgical Artistry". We went live to downtown Modesto to get more information.

**YOUTH: Topics Include:** "Kids on Stage", "Rugby Team", "Memory Improvement Program", "Kids Learning Golf", "Dr. Seuss", "Fundraising Yard Sale", "Foodplay Productions", "The Fembots", "California Gold Rush".

**January 2, 2013, "Kids on Stage"**, - You may see some of these kids on stage one day. Our reporter went live to Roseville High School to watch the students organize its own American Idol-type performance. **January 13, 2013, "Rugby Team"**, - The Mother Load Girls Rugby Team is heading to the Nationals in Las Vegas, but they need a little help getting there. We spoke with one of the players about the Norcal Girls

Kick-off Festival where they hope to raise money for their trip. **January 18, 2013, “Memory Improvement Program”**, - 5<sup>th</sup> Graders at Twin Rivers Elementary school have learned more about the Presidents than the Presidents do themselves. This was a memory improvement program that kids say has helped them learn other things as well. The kids are learning all about the President’s pets along the way. **February 18, 2013, “Kids Learning Golf”**, - It may look like just another day on the links, but this program is more than just about golf. We were live from Stockton where kids were learning life lessons while having fun on the first tee. We spoke with Don Miller, Executive Director of “The First Tee” golf program about how this helps kids learn. **March 1, 2013, “Dr. Seuss”**, - 99 years ago the man we know as “Dr. Seuss” was born. We were live from a local elementary school where they were holding a reading assembly wishing Happy Birthday to Dr. Seuss and learning to enjoy reading at the same time. **March 15, 2013, “Fundraising Yard Sale”**, - High school students were raising money to build homes and community buildings in Mexico. We sent a reporter to Modesto to see what these enterprising students are selling to reach their goal. **March 18, 2013, “Foodplay Productions”**, - Foodplay Productions uses the power of live theater and interactive resources to turn kids on to healthy eating and active lifestyles. We went live to Modesto to learn all about it. **March 19, 2013, “The Fembots”**, - Robotics tends to be a male-dominated area of science and technology, but today we featured a group of high school girls calling themselves “The Fembots”. We spoke with the captain, Jaz Adams, about this all-girls robotics team. **March 22, 2013, “California Gold Rush”**, - Panning for gold, starting fires and square dancing – this elementary school has a day of activities – and it is all to learn about the California Gold Rush. Our reporter visited Elim Elementary school and spoke with Verne Davis about what the students are doing today.

**HEALTH and SAFETY: Topics Include:** “Marathon Training”, “Extreme Workouts”, “Greenhaven Bike Shop”, “California Family Fitness”, “Boot Camp”, “Roseville Fun Boot Camp”, “Fitness Rangers”, “Burlesque Dancing”, “Da-Vinci Robot”, “Indoor Cycling”, “Best Sport Sunglasses”.

**January 4, 2013, “Marathon Training”**, - We asked our viewers if their New Year’s resolution was to get into shape and showed them the perfect plan. We spoke with Suzanne Cardenas a Cal Fit certified personal training about the perfect marathon training program. **January 14, 2013, “Extreme Workouts”**, - It’s not enough to just work out any more. It’s about taking it to the extreme so you can get bigger, stronger, faster and more explosive. We listed the more extreme workouts in the world and reminded our viewers to always check with their physician before beginning any intense workout program. We listed Cross-Fit Program, P90X, Navy Seal Fitness and Marathon Training as options. **January 19, 2013, “Greenhaven Bike Shop”**, - It is a new shop aimed at promoting an active, healthy and fun lifestyle. Our reporter was live from this new bike shop and spoke with the owner, Jason Scatton. **February 15, 2013, “Boot Camp”**, - Since it was the day after Valentines Day, we advised our viewers that there is a way to work off the candy and deserts. We sent one of our reporters to California Family Fitness in Folsom where they can get motivated with high intensity workouts. **February 21, 2013, “Roseville Fun Boot Camp”**, - We went live to Roseville and informed our viewers that working out doesn’t have to be a chore – there is a boot camp that will make them sweat and feel like a kid again. At the “Roseville Fun Boot Camp” we spoke with personal trainer, Brandon Daniel. **February 26, 2013, “Fitness Rangers”**, - There is a new boxing program that promises to get moms back into shape. Our reporter attended a fun session with “Fitness Rangers” and found out how “Sacramento Boxing Mamas” can help. **March 15, 2013, “Burlesque Dancing”**, - We attended the Sacramento Burlesque Dancing school to find out how this lost art can help build confidence and improve health. **March 22, 2013, “Da-Vinci Robot”**, - This amazing robot is changing the future of surgery – and we got the chance to see it in action. Our reporter was live from the operating room this morning to see it for herself. This amazing robot actually makes recovery faster and there is very little scarring after surgery. We spoke with Dr. Jack Friedlander, General Surgeon at Mercy San Juan Hospital. **March 24, 2013, “Indoor Cycling”**, - We went live to a very lively new place to work off that excess energy – “Cycle-In”. This unique gym offers indoor exercise that feels like the great outdoors – with classes featuring different travel

locations on big screens to make you feel like you are really there. **March 26, 2013, “Best Sport Sunglasses”**, - Sunglasses aren’t just a fashion statement; they can protect your eyes from the sun while playing sports. We spoke with Brandon Bell from Oakley who joined us with the sunglasses that are best for any particular sport.

**ARTS/CULTURE: Topics Include:** “College of the Arts”, “The Spokes”, “Northern California Egg Artists Show and Sale”, “St. Patrick Academy”, “Wild Women of Song”, “Brubeck Institute Festival”, “81<sup>st</sup> Annual McKee Student Art Exhibition”.

**January 15, 2013, “College of the Arts”**, - We featured a brand new student run art gallery at the College of the Arts at California State University Stanislaus. We were there live to take a look around. **February 28, 2013, “The Spokes”**, - We featured; live in studio, an all female group with the UC Davis’ Acapella music division. We spoke with Camille Martinez, Publicity Director, Emily Korwin, President, Sara Lichti, Co-music Director and Rachel Riles, Vice President. **March 1, 2013, “Northern California Egg Artists Show and Sale”**, - Large and small, eggs are not just for scrambling. We spoke with a couple of these unique artists, Christine Elepoulos and Diana Macias - who showed us the technique used to carve and decorate some of these pieces of art. **March 13, 2013, “St. Patrick Academy”**, - Some super-talented kids at St. Patrick Academy in Sacramento had a concert coming up and were busy with some last-minute preparations. Our reporter was live from the academy to watch and visit with some of these talented kids. **March 14, 2013, “Wild Women of Song”**, - It is a show that celebrates the female songwriters of the earliest days of jazz and blues. We spoke with some of the talented ladies behind this project. **March 19, 2013, “Brubeck Institute Festival”**, - We featured the 12<sup>th</sup> Annual Brubeck Institute Festival which was showcasing the legendary musician Miles Davis. Our reporter was live in Stockton for the “Birth of the Cool”. **March 24, 2013, “81<sup>st</sup> Annual McKee Student Art Exhibition”**, - We went live to one of the longest running student art exhibits in the country. With over 1,300 entries from grades Kindergarten to 12<sup>th</sup> grade – 67 schools participate in this extraordinary display.

**CONSUMER: Topics Include:** “Tricks to Couponing”, “Sacramento Stuff the Bag”, “The Debt-Free Spending Plan”, “Wedding on a Budget”, “Sacramento Toxic Crime”, “Housing Market”, “When Disaster Strikes”, “Maintenance Mistake”, “Save on Water Bills”, “T-Mobile”.

**January 4, 2013, “Tricks to Couponing”**, - To help our viewers save money in the new year, our resident coupon expert featured some of the ticks of the couponing trade – one easy way to save money using coupons is to find them on line. **January 13, 2013, “Sacramento Stuff the Bag”**, - We covered the annual bag sale at the Sacramento Public Library. The public is invited to purchase all the books that will fit into a bag at a discount price. Our reporter was there to see how many books he could actually fit into one bag. **January 14, 2013, “The Debt-Free Spending Plan”**, - We spoke with a former fundraiser and grant writer who found herself under a mountain of debt – but managed to pull herself out of it and is now sharing her plan with others. The book is called “The Debt-Free Spending Plan” – and author Joanneh Nagler now coaches both individuals and couples to help them revolutionize their relationship with money. We spoke with Joanneh live in our studio to help kick off the New Year. **February 18, 2013, “Wedding on a Budget”**, - Weddings are certainly not cheap – and a lot of the budget usually goes to the dress. Our reporter found a place that will help our viewers save some cash. We spoke with Lonna Ponce of Chantilla Lace, the Wedding Place and Elk Grove bridle consignment store. **February 21, 2013, “Sacramento Toxic Crime”**, - It may be a toxic crime, but thieves are doing it anyway. Our resident car expert showed our viewers how to protect their gas from being stolen out of the car. **February 22, 2013, “Housing Market”**, - We asked our viewers if they were searching for a new home they need to be aware that it’s a competitive market out there right now. Housing inventory is low, making it tough for some to land their dream home. Consumer Housing Specialist, Leslie Piper was on the set with how to get ahead of the competition. **March 11, 2013,**

**“When Disaster Strikes”**, - We spoke with a local company that helps property owners put their property back together after a disaster. We went to Rancho Cordova to take a look at their technology that helps spot damage. **March 14, 2013, “Maintenance Mistake”**, - Our in house car expert discussed something we all do to our cars that is causing more harm than good by revealing common maintenance mistakes. **March 18, 2013, “Save on Water Bills”** – We advised our viewers to stop wasting money on high water bills. The inside of the home is not the only place with leaks – we spoke with a representative from the City of Roseville about how water leaks outside the home can waste much more water. **March 26, 2013, “T-Mobile”**, - T-Mobile continues to rev up the changes it’s got in-store for customers. The wireless carrier has finally done away entirely with contracts for cell phone customers. We spoke with Cnet Editor at large Donald Bell who showed us that it wasn’t quite that simple.